



Beat the Pack: Mobilizing Partners to Help Housing Authority Residents Quit



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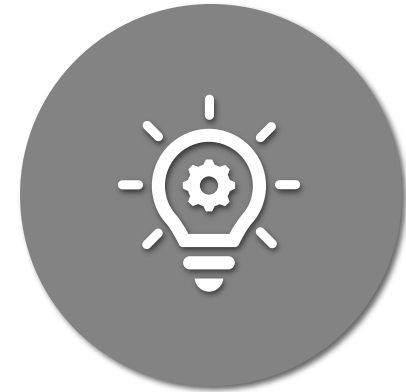
What am I going to talk about?



CONTEXT



OUR INITIATIVE
BEAT THE PACK



LESSONS LEARNED

Our beginnings

- ❖ TFW specifically wanted to focus on utilization of Medicaid benefits and working with pharmacists (part of our strategic plan) to increase access to cessation medications
- ❖ UGPHD funded to work on smoke-free housing since our coalition began in 2015 to provide technical assistance to KCK Housing Authority
 - ❖ Started with us just providing information about smoking cessation resources
- ❖ In 2017, KCKHA committed to going smoke-free and needed support in going smoke-free.

Summer 2017

Our issues:

- The housing authority is going smoke-free and many people will be incentivized to quit
- We know housing authority residents are disproportionately smokers.
- Many of these people don't have insurance or have barriers to using their insurance coverage (a larger problem in the community)
- The Tobacco Free Wyandotte Coordinator can't help them quit (No direct service!)
- This is a vulnerable population that doesn't have great access to transportation, lots of life stressors, BUT deserves access to effective treatment.

Resident smoking status – Fall 2017

37% of residents who completed the survey currently smoked cigarettes

61% of smokers had health insurance

- 55% of smokers with health insurance believed their insurance would NOT pay for quit smoking medications

The top 3 resources requested to help themselves or loved ones quit:

- Help getting free quit smoking medications
- Tips on how to help a friend/loved one quit smoking
- Quit smoking groups

BEAT

THE

PACK





Health Forward

FOUNDATION

Partner responsibilities

 KCK Housing Authority	 Kansas Pharmacists Association
 Black Health Care Coalition	 All partners

WYCO Smoking Cessation Project Logic Model

Inputs	Activities	Outputs	Initial Outcomes	Intermediate Outcomes	Long-Term Outcomes
<p>Kansas City Kansas Housing Authority (KCKHA) resident leaders and staff</p> <p>KCKHA data on smoking prevalence, insurance status, and resource knowledge</p> <p>Beat The Pack (BTP) Curriculum</p> <p>Black Health Care Coalition (BHCC)</p> <p>Kansas Pharmacists Association (KPhA)</p> <p>Provider Partners</p> <p>Funding for medication</p> <p>Healthy Communities Wyandotte Coalition Partners</p> <p>Health Dept. Staff</p>	<p>Tobacco cessation services on-site at the KCK Housing Authority Recruit peer leaders from KCKHA for cessation classes and hold training for KCKHA staff, peers, and BHCC volunteers</p> <p>Host Beat the Pack Cessation Classes on-site at 9 KCKHA locations</p> <p>Provide BHCC Nurse Case Management for smokers</p> <p>Collaboration between on-site cessation workers and pharmacists Provide free Nicotine Replacement Therapy vouchers at cessation classes; redeemed by KPhA trained Pharmacists</p> <p>Cessation Resource Coordination Meetings</p> <p>Increasing pharmacist role in tobacco cessation Pharmacist trainings about delivering cessation services</p> <p>Host Collaborative Practice Summit</p> <p>Creating Collaborative Practice Agreements between Wyandotte Pharmacists and Provider offices</p>	<p># of people enrolled & complete Beat the Pack and case management</p> <p>Amount of vouchers reimbursed</p> <p># of partners attending collaboration meetings</p> <p># of pharmacists trained</p> <p># of Collaborative Practice Agreements</p>	<p>Quit attempts for KCKHA residents</p> <p>Increased resident utilization of cessation resources (KS Quitline, Baby and Me Tobacco Free)</p> <p>Improved knowledge of insurance cessation benefits (for both consumer and pharmacist)</p> <p>Increased communication between pharmacist and prescriber</p>	<p>Greater utilization of KanCare cessation medications</p> <p>Increased knowledge about testing out prescriber / pharmacist collaborations to improve the cessation delivery system; could be tried in other KS communities</p>	<p>Decreased smoking rate</p> <p>Improved cessation delivery system – including:</p> <ol style="list-style-type: none"> greater cooperation between pharmacists and physicians increased cessation prescriptions increased prescription fills

Beat the Pack Classes with the Black Health Care Coalition

- ❖ Recruit Residents to lead classes in their own buildings (2 leaders per site)
 - ❖ Pay them!
 - ❖ Train them!
- ❖ Community Health Workers and Resident Leaders host health fairs to kick off BTP sessions
- ❖ Resident Leaders host weekly BTP sessions for 6 weeks (2x)
 - ❖ Community Health Worker attends, provides vouchers for NRT and extra counseling
 - ❖ Also provides support in answering questions and suggesting connections to medical home
- ❖ Nurse Case Management will be provided for smokers over the phone



**SET-UP
MATERIALS**

SESSION 1
Preparing to Quit

SESSION 2
Support and
Quit-Smoking Aids

SESSION 3
Your Quit-Smoking
Journey

SESSION 4
Staying Smoke-Free

Beat the Pack[®] is a multi-session program and support group to help smokers quit.

This Web site was developed specifically for you—the program facilitator—and includes all the resources you'll need to run the program and all sessions.

From here you can download:

- Presentations for each session
- Facilitator guides
- Handouts to support each session

Quitting smoking often requires repeated intervention and multiple attempts. Beat the Pack's goal is to show that there are many benefits to quitting smoking and that quitting smoking is possible. Beat the Pack includes presentations that highlight the topic of each session, printed and electronic resources, and tips to help along the quit-smoking journey.

A woman with glasses and a dark sleeveless top is standing and presenting to a group of people whose backs are to the camera. She is holding a small object in her hand. The background is a brick wall and a purple banner.

**WELCOME
SESSION
PREPARING**

Kansas Pharmacy Association

- ❖ We specifically partnered with KPhA for Nicotine Replacement Therapy
 - ❖ Trying to get NRT to uninsured people without prescription
 - ❖ HD can't stock NRT (no capacity)
- ❖ Also wanted to get Pharmacists more involved in cessation system overall (particularly in helping people use insurance benefits and utilize NRT correctly)
- ❖ Hosted continuing education courses
- ❖ Reimbursed for counseling
- ❖ Explored Collaborative Practice Agreements*

*attempted to explore

FREE WAYS TO QUIT TOBACCO

Find out if you qualify for the Quitting Tobacco Voucher Program

WHAT IS THIS PROGRAM?

This program pays for nicotine replacement products and counseling at local pharmacies to help you quit smoking or using other tobacco products. Nicotine replacement products include gum, lozenges, or patches.

WHO QUALIFIES FOR FREE NICOTINE REPLACEMENT PRODUCTS OR COUNSELING TO HELP THEM QUIT USING TOBACCO PRODUCTS?

You qualify for this program if you meet all the following criteria:

1. You live in a KCKHA property
2. You currently use tobacco products
3. You want to quit using tobacco products
4. You have no insurance or have insurance that will not cover the nicotine patch or tobacco counseling



HOW DO I GET HELP QUITTING?

In order to receive your products and counseling, you must:

1. Go to a participating pharmacy
2. Discuss your intention to quit with a pharmacist
3. Present them the voucher for a counseling session or nicotine replacement products

LOCAL PHARMACY, TO REDEEM THIS VOUCHER PLEASE MAKE SURE ALL OF THE FOLLOWING INFORMATION IS PROVIDED.

Patient Name: _____

Patient's KCKHA Residence Location: _____

Is the patient over 18? (Circle one) Yes No

Pharmacy Location/Name: _____

This voucher is being redeemed for: (Circle all that apply) Patches Gum Lozenges Counseling Session

If redeeming voucher for NRT products, what product was provided?

Brand: _____

Dose: _____

Form: _____ Days of Supply: _____ Product NDC: _____

Date of service: _____

Some Outcomes

- ❖ 9 Health Fairs in June and July
- ❖ 9 locations offered classes
 - ❖ 6 sites held classes twice (12 6-week classes held)
 - ❖ 2 sites consistently didn't have people come to class
- ❖ 11 residents were recruited to lead the classes. **7 Resident Leaders were current smokers at the time of recruitment**
 - ❖ 9 completed the program
- ❖ 34 redemptions of NRT vouchers
 - ❖ Pharmacists aren't asking to be reimbursed for counseling
- ❖ 4 opportunities for Pharmacists education – including annual meeting
 - ❖ A lot of energy to be a part of this initiative

5 Lessons Learned

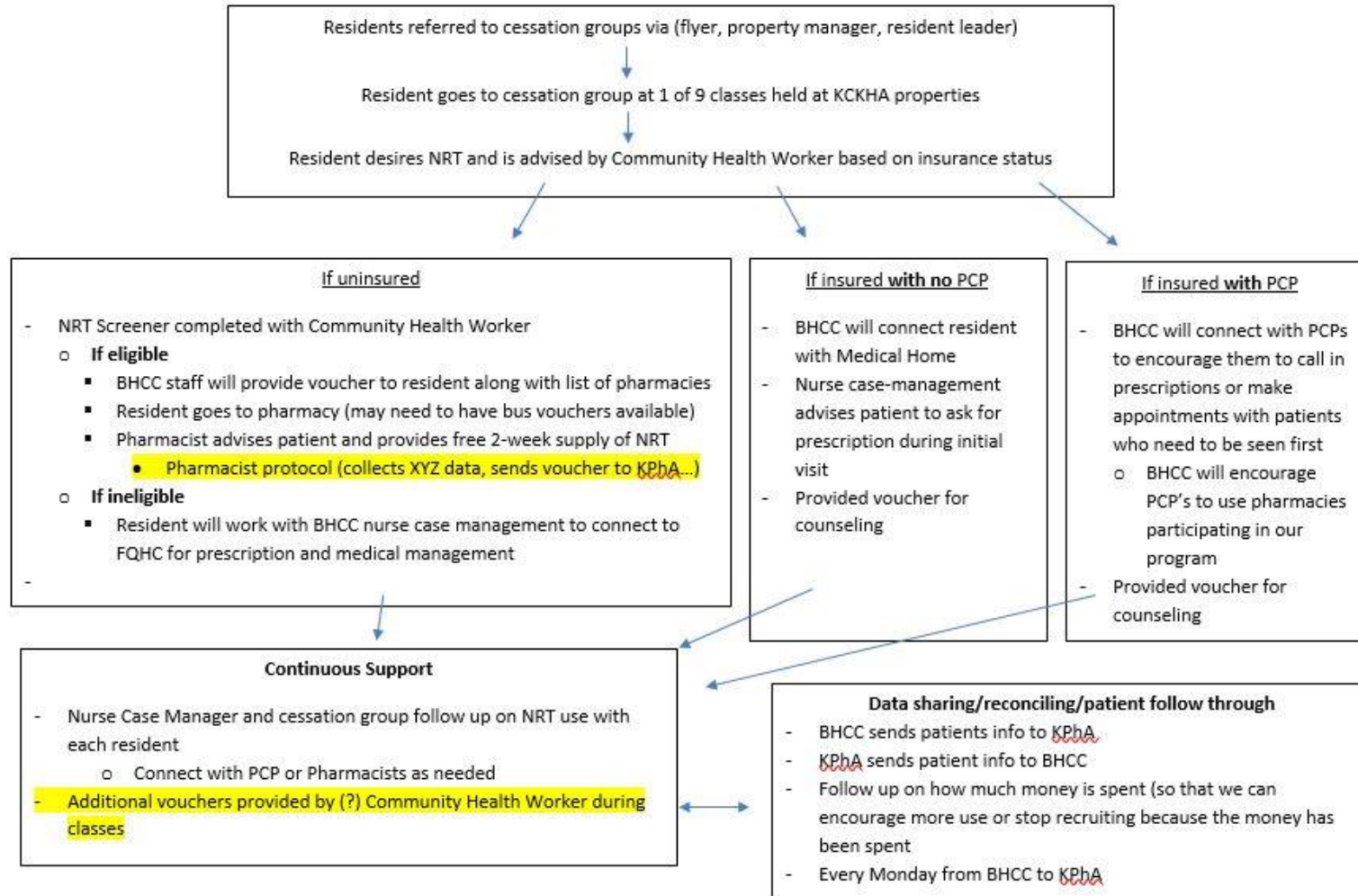
Relationships with Partners: Invest in the long game

healthforward.org/kck-public-housing-units-now-smoke-free/



KCKHA Resident Free Nicotine Replacement Therapy Process

Goal: Every KCKHA resident interested in quitting is connected to affordable cessation medication



You need a mediator with this many moving parts

FREE WAYS TO QUIT TOBACCO



Vouchers for Nicotine Replacement Therapy (NRT) medication is available to uninsured residents residents at the following locations FREE OF CHARGE.

**Mondays: 12 - 4 p.m.
Price Chopper
7600 State Ave.
Kansas City, KS 66112**

**Fridays: 12 - 4 p.m.
Wyandotte County
Health Dept.
619 Ann Ave.
Kansas City, KS 66101**

Be flexible

- ❖ Needed extra training opportunities
- ❖ Switched locations and methods of communication
- ❖ Didn't utilize all of our NRT
- ❖ The health care environment is changing
- ❖ Bonus lesson!
 - Be honest with funder



Relationships with the Community

- ❖ If you don't already have the relationships with the community – you will need to spend time building it
- ❖ Separate smoking policy enforcement from smoking cessation support
- ❖ Working with communities can be challenging
 - ❖ Recruit more than you need or want
 - ❖ Have resilient partners

Thank you!



Healthy Communities
W Y A N D O T T E

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